

FILIPPA K



Properties list:

end-user packaging
range of products
new product
shopping bag
pouch
cup
box
photo to describe
contemporary
smooth
reusability
identity by colour

Filippa K is a rapid growing Swedish fashion label. The company is based in Stockholm and has profile stores in Germany, Denmark, Belgium, Finland, The Netherlands, Norway and Sweden. In connection with the introduction of a new underwear line, the company wanted a packaging and a merchandising concept that stood out and challenged the norm. Stockholm Design Lab created an unusual package in the form of a reusable nylon bag with a simple, understated design. The idea was so fulfil the three main criteria of originality, functionality and added value for the customer.

Reference: [Kozak Gisela, Wiedermann Julius, Package Design Now!, Koln, 2008](#)

Credits:

Country: Sweden

Year: 2005

Agency: Stockholm Design Lab

Other images:

